



NASA
SEWP
www.sewp.nasa.gov

NASA SEWP – A Culture for Program Success



Agenda

➤ Program Overview

➤ Program Structure

➤ Program Success

- Customer Service
- Work Environment
- Diversity
- Management

SEWP Program Overview

- **SEWP: Solutions for Enterprise-Wide Procurement**
 - NASA-Wide IDIQ Contract Vehicle for purchase of IT Product solutions
 - Authorized by OMB as a Government-Wide Acquisition Contract
- **Program is 15 years old**
 - Version IV started in May 2007
 - FY07 Government-Wide: 23,000 Delivery Orders worth over \$1 Billion
 - FY07: NASA-wide: 2,000 Delivery Order totaling over \$76 Million
 - Over 13,000 customers



SEWP By The Numbers

➤ 38 Competed Prime Contractors

- Dell, HP, IBM, SGI, MPC, Force 3, James River Tech, PC Mall, Unisys, Alvarez Associates, FedStore, Microtech, i3, Knight Point, Three Wire, Blue Tech CounterTrade, FCN, GC Micro, ID, iGov, Immix, Merlin, Red River, Sword & Shield, Technica, TKC, Apptis, Best Buy, CDW-G, DataLine, GovConnection, GTSI, Ricoh, Presidio, SoftChoice, Emtec, WWT

➤ 1600+ Manufacturers

- Including Cisco, Sun, NetApp, EMC, APC, Microsoft, Oracle, etc.

➤ 800,000+ Products

- Hardware, Software, Network Communications, Audio-Visual, Supporting Technology
- Maintenance / Warranty / Product Training
- Firm Fixed Price Product Based Services; e.g. Installation



SEWP Program Services

➤ Help Desk

- Pre-order support
- Order processing and support
- Post-order support

➤ On-Line Information / Tools

- RFQ, Search, FAQs, etc

➤ Training

- Free on-site and web-based training on proper use of Contracts

➤ Outreach

- Meetings / retreats / conferences

➤ Reports / Tracking

➤ Quality Assurance / Surveys



Program Structure - Staffing

- 2 Full-time Civil Servants
 - Program Manager and Deputy Program Manager
- 2 Prime Contracts with 25 Contract staff
 - Customer Support / Order Processing
 - Application Development
 - System and Database Administration
 - Business Development
 - Financial and Office Administration

Program Structure - Oversight

➤ NASA

- Direct oversight: Part of the GSFC CIO Directorate
- HQ oversight:
 - CIO
 - Financial Office

➤ Other Government entities

- Office of Management and Budget (OMB)
- Congress / General Accounting Office (GAO)
- Inspector Generals Everywhere

➤ Others

- Press / Public
- Industry

Program Structure - Financial

- Program budget is self contained
 - NASA provides no direct SEWP funding
 - No SEWP funding is provided to NASA except overhead
- Working Capital Fund
 - Not tied to Fiscal Year
 - Budget closely monitored to ensure “non-profit” status
- Program staffing and existence directly tied to usage and customer satisfaction
 - Operates essentially as a small business



SEWP Success

- Largest non-GSA Government-Wide Contract Vehicle
 - Utilized by every Cabinet level Federal Agency
- Clean “Bill of Health” from DoD IG
- Obtained 5 year authorization from OMB
 - Previous authorizations were annual
- Lowest Service fee in Government
 - 0.6% of order total (Typical fee is 0.75 to 1%)
- Customer Service Survey by Outside Consultant
 - 97% satisfaction rating for customer service



Basis For Success

- Customer Service
- Work Environment
- Diversity
- Management



Customer Service

- Entire staff is part of Customer Service
 - Involve non-Help desk staff in Program-wide activities
 - Form cross-functional teams
 - Share Program Vision
 - Support training and meeting activities
- Customer Outreach
 - Reach out to the Customer
 - Provide easy access to training
 - Ensure Website and other materials are for the Customer and not the Program



Dealing With Customers

➤ Always Smile

- Keep a positive attitude
- Let off steam at the right time

➤ Customer is not always Right ... But the Customer is never Wrong

- The Customer may
 - Be misinformed
 - Lack information
 - Lack understanding, etc.
- Program must monitor Customer issues and increase information, outreach, etc.



Work environment

- Door almost always open
 - Encourage staff to ask questions
- Know the Staff
 - Strengths and weaknesses
- Work Hard / Play Hard
 - Encourage appropriate “free time”
 - Staff-wide activities / celebrations
- Foster team building



Staff Diversity

- Every staff has diversity
- Not just the obvious (race / Gender)
- Many forms
 - Family status
 - Upbringing / background
 - Age
 - Education
 - Personality
 - Personal Goals
 - ...



Effects of Staff Diversity

- Diversity can cause issues with
 - Communications
 - Expectations
 - Motivations
- Diversity can (should) be leveraged for positive results
 - Diverse program requirements
 - Growth for staff and program
 - Understanding Customer Base – also diverse



Handling Staff Diversity

- Treat Program and staff as a “Whole”
 - While recognizing individual differences and contributions
- Separate management expectation from management characterization
 - Recognize own position in diversity schema
 - Management must go beyond its own comfort zone
- Avoid favoritism – real or perceived
- Utilize teams carefully



Management Expectations - OHNS

The OHNS Management Philosophy

“Often Happy ...
Never Satisfied”



Often Happy

- Congratulate good work
 - Both directly to staff and to their management
- Emphasize to outside world Program's positive aspects
- Show pride in staff accomplishments



Never Satisfied

- Program should not be seen as a finished product
 - Avoid stagnancy and self-satisfaction
- Technology, customer expectations, internal requirements always changing
- Continuous improvement
 - Short term tweaking
 - Long term Vision

The SEWP Management Team

Help Desk		301-286-1478	help@sewp.nasa.gov
Program Mgr. / CoTR	Joanne Woytek	301-614-7128	joanne.woytek@nasa.gov
Deputy Program Mgr.	Pat Logan	301-614-7127	Patrick.d.logan@nasa.gov
Operations Manager	Dave Heimann	301-614-7111	David.P.Heimann@nasa.gov
Contract Holder Relationship Manager	Al Marshall	301-614-7141	Alexander.Marshall-1@nasa.gov
Business Architect	Marcus Fedeli	301-614-7125	mfedeli@nasa.gov



NASA
SEWP
www.sewp.nasa.gov

Thank You!